

D&B360 2.2 Release for Oracle CRM On Demand: Addendum to User Guide

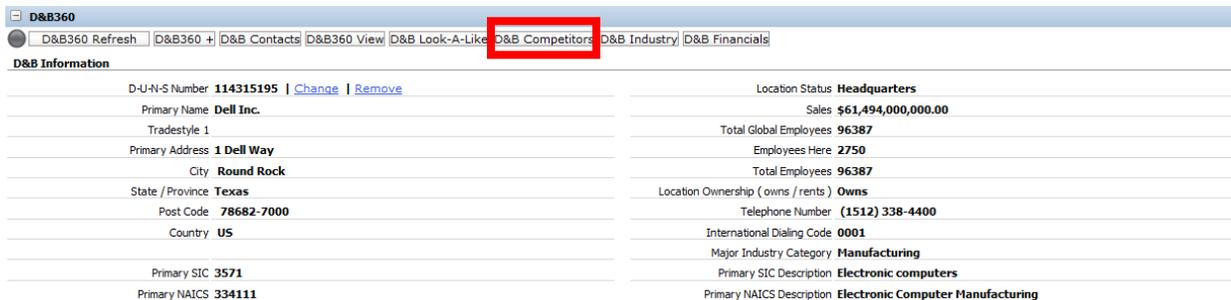
Tier 3 New Feature: Competitors:

Overview

Competitive information offers value in two forms. It allows a sales person to be knowledgeable about their customer's competitive landscape by studying up on the competition and it also allows them an easy way to see and create potential prospects most like their customers.

Accessing Competitor Information from Account

Customers who have purchased the Tier 3 product will have the competitors feature available through a button located in the D&B360 section currently enabled on the account and lead screens below the Account Detail section. Clicking the button will open a list of a company's competitors within the 360 pane, along with Key information for each competitor company.



The screenshot shows the D&B360 interface for Dell Inc. The 'D&B Competitors' button is highlighted with a red box. The interface displays various company details in two columns.

D&B Information	
D-U-N-S Number 114315195 Change Remove	Location Status Headquarters
Primary Name Dell Inc.	Sales \$61,494,000,000.00
Tradestyle 1	Total Global Employees 96387
Primary Address 1 Dell Way	Employees Here 2750
City Round Rock	Total Employees 96387
State / Province Texas	Location Ownership (owns / rents) Owns
Post Code 78682-7000	Telephone Number (1512) 338-4400
Country US	International Dialing Code 0001
Primary SIC 3571	Major Industry Category Manufacturing
Primary NAICS 334111	Primary SIC Description Electronic computers
	Primary NAICS Description Electronic Computer Manufacturing

Competitor Listing

A list of competitors is displayed with Top Competitors flagged to the right. Accounts that already exist in the CRM are flagged to prevent duplicates. From this screen, the user can click to create one or multiple accounts or click the person icon in the column labeled "PD" to view contacts at that account. Clicking "Go Back to Detail" at the top left of the pane will get the user back to the previous screen.

D&B360

Competitors - Dell Inc.

[Go Back to Detail](#) [About D&B360](#)

Matching Companies: 30

[Create](#)

<input type="checkbox"/> Create Account	PD	D-U-N-S	Company	City	State/Province	Country	Annual Sales	Parent D-U-N-S	Ultimate Parent D-U-N-S	Is Top Competitor
<input type="checkbox"/>		*****1980	Positivo Informática S.A.	Curitiba	Paraná	Brazil	\$1,393.30	*****1980	*****1980	
<input type="checkbox"/>		*****1576	Hedy Holding Co., Ltd	Guangzhou		China	\$92.88	*****1576	*****1576	
<input type="checkbox"/>		*****4795	Lenovo Group Limited			Hong Kong	\$21,594.37	*****4795	*****4795	✓
<input type="checkbox"/>		*****9493	HCL Infosystems Limited	Noida	Uttar Pradesh	India	\$2,408.32	*****9493	*****9493	
<input type="checkbox"/>		*****8509	Brother Industries, Ltd.	Nagoya		Japan	\$6,067.65	*****8509	*****8509	
<input type="checkbox"/>		*****9639	Seiko Epson Corporation	Suwa	Nagano	Japan	\$11,749.19	*****9639	*****9639	
<input type="checkbox"/>		*****3517	Toshiba Corporation	Tokyo		Japan	\$69,853.02	*****3517	*****3517	
<input type="checkbox"/>		*****3649	Sony Corporation	Tokyo		Japan	\$86,656.42	*****3649	*****3649	
<input type="checkbox"/>		*****1685	NEC Corporation	Tokyo		Japan	\$37,593.82	*****1685	*****1685	
<input type="checkbox"/>		*****6552	Panasonic Corporation	Kadoma	Osaka	Japan	\$104,894.47	*****6552	*****6552	

Tier 3 New Feature: Financials:

Overview

Detailed financials can allow a user to get a sense for the risk and potential of a current customer or prospect by viewing current financial statistics and trends.

Accessing Financial Information from Account

Customers who have purchased the Tier 3 product will have the financials feature available through a button located in the D&B360 section currently enabled on the account and lead screens below the Account Detail section. Financial details include income statements, growth rates, and basic financial information gathered by Hoover's Editorial team and Morningstar data.

D&B360

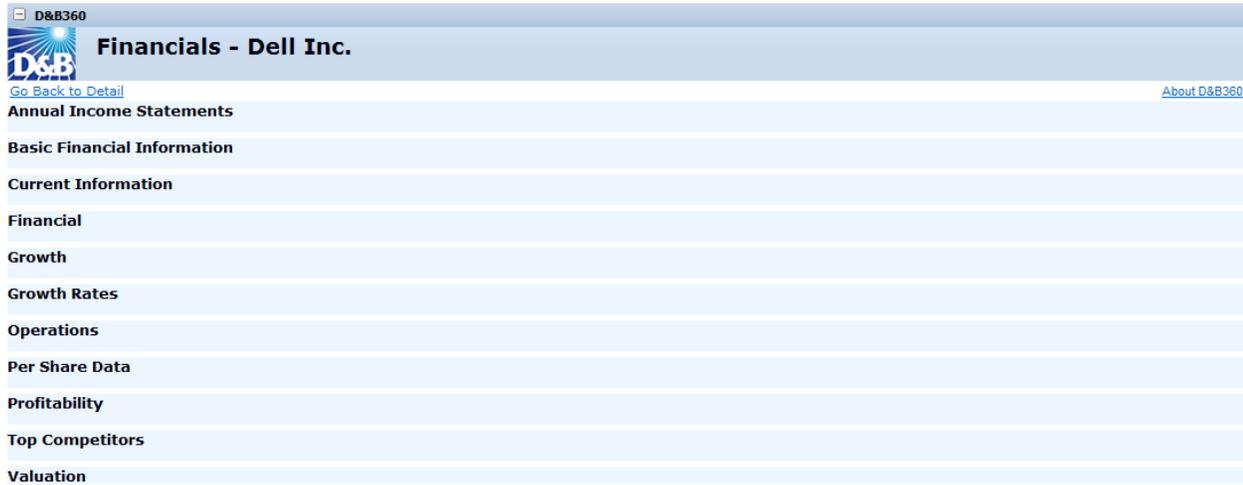
[D&B360 Refresh](#) [D&B360 +](#) [D&B Contacts](#) [D&B360 View](#) [D&B Look-A-Like](#) [D&B Competitors](#) [D&B Industry](#) **[D&B Financials](#)**

D&B Information

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Navigating Financial Data Chapters

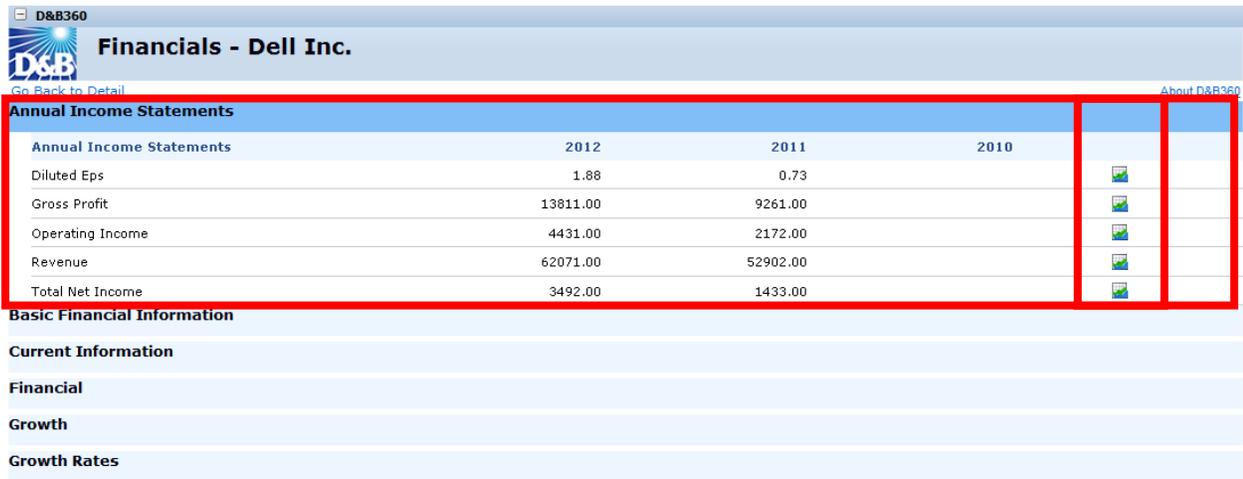
Clicking the button will open a collapsible list of Finance Chapters within the 360 pane which the user can expand or contract as desired.



The screenshot shows the D&B360 interface for Dell Inc. The top bar includes the D&B logo, the title "Financials - Dell Inc.", a "Go Back to Detail" link, and an "About D&B360" link. Below the title is a list of financial chapters:

- Annual Income Statements
- Basic Financial Information
- Current Information
- Financial
- Growth
- Growth Rates
- Operations
- Per Share Data
- Profitability
- Top Competitors
- Valuation

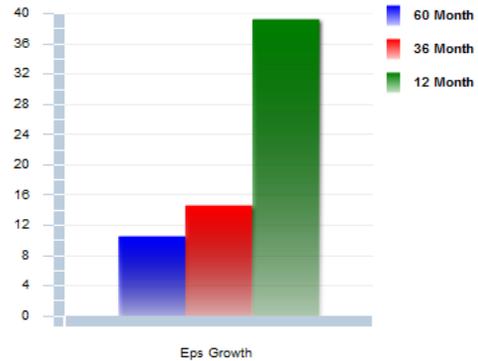
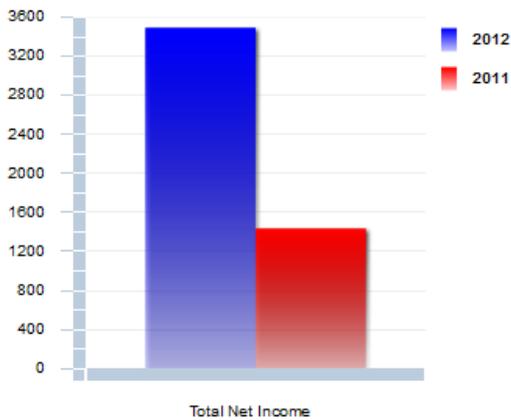
Clicking any of the headers will expand the section to show more detail. Clicking "Go Back to Detail" at the top left of the pane will get the user back to the previous screen.



The screenshot shows the D&B360 interface for Dell Inc. The "Annual Income Statements" section is expanded, displaying a table with financial data for 2012, 2011, and 2010. The table is highlighted with a red border. To the right of the table, there are three small icons representing graphs for each year.

Annual Income Statements	2012	2011	2010		
Diluted Eps	1.88	0.73			
Gross Profit	13811.00	9261.00			
Operating Income	4431.00	2172.00			
Revenue	62071.00	52902.00			
Total Net Income	3492.00	1433.00			

In addition to financial statistics, clicking on the icons to the right in select sections will display a graph of financial trends.



Tier 3 New Feature: Industry:

Overview

Industry information powered by First Research is valuable in helping to prepare for a sales call or tailor marketing messaging to customers. By understanding a customer or prospect's business challenges and opportunities, a sales or marketing professional can quickly gain valuable knowledge and insight. In today's competitive environment, a deeper understanding of a client's business can help a sales professional strengthen the relationship and pave the way for a more successful partnership.

Accessing Industry Profiles from Account

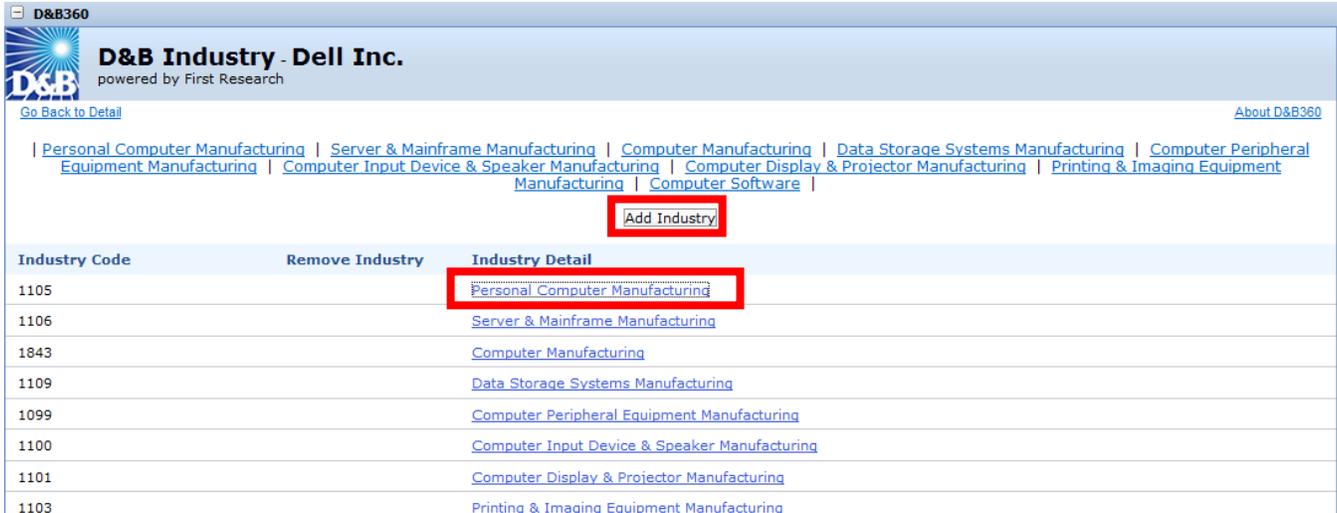
Customers who have purchased the Tier 3 product which contains the Industry Module powered by First Research can access the data in one of two places.

In the context of an account, the module is available through a button located in the D&B360 section currently enabled on the account and lead screens below the Account Detail section. The user can then select an industry to view the more detailed information such as Business Challenges, Executive Insight and Call Preparation questions.

D&B360	
D&B360 Refresh D&B360 + D&B Contacts D&B360 View D&B Look-A-Like D&B Competitors D&B Industry D&B Financials	
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Industry Listing

Clicking the button will navigate to another window where a list of industries is displayed which the selected account is tied to. Users may select an industry from the list or add their own should they not see a line of business they believe relevant to the company.

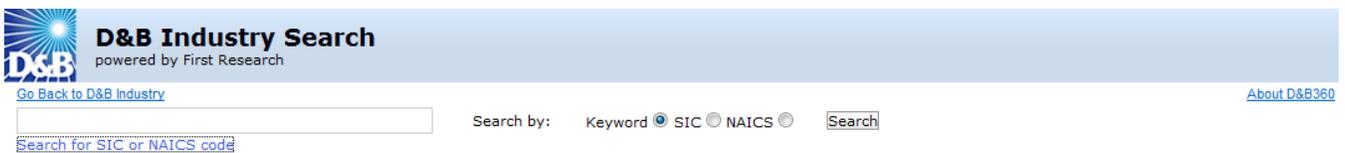


The screenshot shows the D&B Industry - Dell Inc. interface. At the top, there is a header with the D&B logo and the text "D&B Industry - Dell Inc. powered by First Research". Below the header, there are navigation links: "Go Back to Detail" and "About D&B360". A horizontal menu of industry categories is displayed, including "Personal Computer Manufacturing", "Server & Mainframe Manufacturing", "Computer Manufacturing", "Data Storage Systems Manufacturing", "Computer Peripheral Equipment Manufacturing", "Computer Input Device & Speaker Manufacturing", "Computer Display & Projector Manufacturing", "Printing & Imaging Equipment Manufacturing", and "Computer Software". A red box highlights the "Add Industry" button. Below this is a table with three columns: "Industry Code", "Remove Industry", and "Industry Detail". The table lists several industry codes and their corresponding details, with "Personal Computer Manufacturing" highlighted by a red box.

Industry Code	Remove Industry	Industry Detail
1105		Personal Computer Manufacturing
1106		Server & Mainframe Manufacturing
1843		Computer Manufacturing
1109		Data Storage Systems Manufacturing
1099		Computer Peripheral Equipment Manufacturing
1100		Computer Input Device & Speaker Manufacturing
1101		Computer Display & Projector Manufacturing
1103		Printing & Imaging Equipment Manufacturing

Adding Industries

When adding industries, users can search industries by keyword, SIC, or NAICS to view more information.



The screenshot shows the D&B Industry Search interface. At the top, there is a header with the D&B logo and the text "D&B Industry Search powered by First Research". Below the header, there are navigation links: "Go Back to D&B Industry" and "About D&B360". A search bar is present with a placeholder text "Search for SIC or NAICS code". To the right of the search bar, there is a "Search by:" label followed by three radio buttons: "Keyword" (selected), "SIC", and "NAICS". A "Search" button is located to the right of the radio buttons.

Or they can browse from a list of industries by selecting the search for SIC or NAICS code link.



Browse Industries

SIC **NAICS**

[Add to Criteria](#)

- + 96 - Administration of Economic Programs
- + 95 - Administration of Environmental Quality and Housing Programs
- + 94 - Administration of Human Resource Programs
- + 01 - Agricultural Production - Crops
- + 02 - Agricultural Production - Livestock and Animal Specialties
- + 07 - Agricultural Services
- + 79 - Amusement and Recreation Services
- + 23 - Apparel
- + 56 - Apparel and Accessory Stores
- + 55 - Automotive Dealers and Gasoline Service Stations
- + 75 - Automotive Repair
- + 52 - Building Materials, Hardware, Garden Supplies and Mobile Homes
- + 73 - Business Services
- + 28 - Chemicals and Allied Products
- + 12 - Coal Mining
- + 48 - Communications
- + 15 - Construction - General Contractors & Operative Builders

Navigating Industry Data Chapters

Once an industry is selected, a list of headers with available information is displayed. The user can then click a header to expand and see additional details.



D&B Industry Detail

powered by First Research

[Business Challenges](#)
[Call Preparation Questions](#)
[Executive Insight](#)
[Glossary Of Acronyms](#)
[Industry Indicators](#)
[Industry Overview](#)
[Industry Websites](#)
[Trends & Opportunities](#)
[Close](#)

Industry Name	Industry Detail
Personal Computer Manufacturing	Companies that design and manufacture desktop and portable PCs, Internet access appliances, and other personal computing devices.
Business Challenges	
Call Preparation Questions	
Executive Insight	
Glossary Of Acronyms	
Industry Indicators	
Industry Overview	
Industry Websites	
Trends And Opportunities	

Clicking on the header will expand the section to display valuable industry insight.

D&B Industry Detail
powered by First Research

[Business Challenges](#) [Call Preparation Questions](#) [Executive Insight](#) [Glossary Of Acronyms](#) [Industry Indicators](#) [Industry Overview](#) [Industry Websites](#)
[Trends & Opportunities](#)

[Close](#)

Industry Name	Industry Detail
Personal Computer Manufacturing	Companies that design and manufacture desktop and portable PCs, Internet access appliances, and other personal computing devices.

Business Challenges

Critical Issues

Narrow Margins

Because personal computers have become somewhat commoditized, pricing in the industry is extremely competitive. While improving manufacturing efficiencies and other cost-cutting measures can lower costs, computer makers may be forced to cut prices at the expense of profit margins as they pursue market share. Increases in unit shipments may not result in commensurate revenue growth, so many companies rely on ancillary services or other products for profitability.

Rapid Product Development

The highly competitive nature of the PC industry necessitates constant technological innovation. Major PC manufacturers devote hundreds of millions dollars annually to research and development efforts, often with little assurance that the resulting products will achieve market acceptance. Failure to keep pace with (or exceed) the performance of competitors during a given product cycle can result in lost business. At the same time companies must maintain effective product testing and quality control; companies may have warranty liability for product defects, and maintaining a reputation for reliability and performance is crucial.

Other Business Challenges

Component Supplier Relations

Producing new features and performance upgrades on a regular basis requires highly complex product lifecycle management. Companies must coordinate with component suppliers and contract manufacturers to ensure that new products are produced and delivered on time. Estimating demand for new products is also crucial, as accumulation of excess components or finished products can result in price cuts or inventory write-downs.

Cloud Computing

The spread of cloud computing could cut into demand for full-featured personal computers. In a cloud computing environment, computer resources that are typically stored and accessed locally are handled by remote computers and delivered over a network. The offloading of applications and storage resources paves the way for smaller, less complex client devices that could be used to fill the role traditionally held by PCs. As such technology progresses, consumers may opt for new mobile devices to replace, rather than augment, their personal computers.

Accessing Industry Profiles Directly

Industry data is also be accessible through an additional tab in the CRM that will allow the user to search for an industry based on Keyword, SIC, or NAICS code and pull up the related industry information. Industries can be searched or browsed just as in the “Add Industry” feature in the account record.

Home Accounts with DnB360 Contacts with DnB360 Leads with DnB360 DnB360 Build A List **DnB Industries** DnB360 Administration Calendar Leads Accounts

D&B Industry Search
powered by First Research

[About D&B360](#)

Search for SIC or NAICS code Search by: Keyword SIC NAICS Search

Tier 3 New Features: Administration

Overview

Administrators of the account can control access to all of the above features to users in the administration tab. In Oracle on Demand, access can also be controlled by role.

Oracle Administration

Welcome to D&B360! This tab allows you, as the D&B360 Administrator, to set up portions of the application to meet the policies of your company.

The D&B Licensing section allows you to see the Terms and Conditions of your trial or contract with D&B360 at any time. It also allows you to see what functionality and data your company is entitled to access.

The System Settings section is where you control D&B360. The types of actions you can take are:

- Decide if you want the State and Country fields within D&B360 to be the 2 byte alpha ISO codes or full text descriptions.
- Choose which System Settings, or functionality, the users are allowed to access.
- Choose which D&B360 buttons you want the users to access.
- Configure which Rest of World icons you want the users to access.

The Reports section contains a report that helps you identify accounts that have the same D-U-N-S Numbers and may be candidates for the Oracle On Demand Merge process.

The Batch Processing Setup section is where you schedule your initial and subsequent New Batch and Refresh jobs as well as set your Confidence Code threshold. It is also where you do your data stewardship on the records that did not meet the minimum data requirements for batch processing, matched at a Confidence Code below your designated threshold or had a change in D-U-N-S Number during a Refresh process.

The following sections allow you, as the D&B360 Administrator, to setup portions of the application, show you the entitlements for your company pertaining to D&B360, allow you to choose system preferences and load static values that will be utilized throughout the application.

Scroll down the page to the section titled “D&B360 Button Configuration”. There the administrator has the option of deselecting the check boxes to remove access to Competitor, Industry and Financial data for all users in the account.

D&B360 Button Configuration

D&B360+:	<input checked="" type="checkbox"/>	D&B360 + button allows users to view all of the D&B data licensed by the company for a specific account.
D&B View:	<input checked="" type="checkbox"/>	D&B360 View button allows users who have licensed the Premium Edition to identify related accounts within their Account object as well as pull in family members for cross-sell opportunities.
D&B Contacts:	<input checked="" type="checkbox"/>	D&B Contacts button allows users to search for contacts associated with a D-U-N-S Number or Company Name and create leads or contacts from them.
D&B Look-A-Like:	<input checked="" type="checkbox"/>	D&B Look-A-Like button allows users to search for other companies that have similar attributes to their best customers.
D&B Refresh:	<input checked="" type="checkbox"/>	D&B Refresh button allows users to pull in the most current D&B data for a specific account and provides a stare and compare for the data in the Account object compared to the D&B360 object.
D&B Competitors:	<input checked="" type="checkbox"/>	D&B Competitors Allows users to access a list of competitors associated with a D-U-N-S Number or Company and assembled by D&B's editorial team to create Accounts, Contacts, or Leads from them.
D&B Industries:	<input checked="" type="checkbox"/>	D&B Industry Allows a user to view Industry profiles associated with a D-U-N-S Number or Company to quickly gain powerful insight that accelerates the sales cycle. Industry profiles are powered by First Research industry experts.
D&B Financials:	<input checked="" type="checkbox"/>	D&B Financials Allows a user to view financial data such as Income, cash flow, and balance sheet data associated with a D-U-N-S Number or Company.